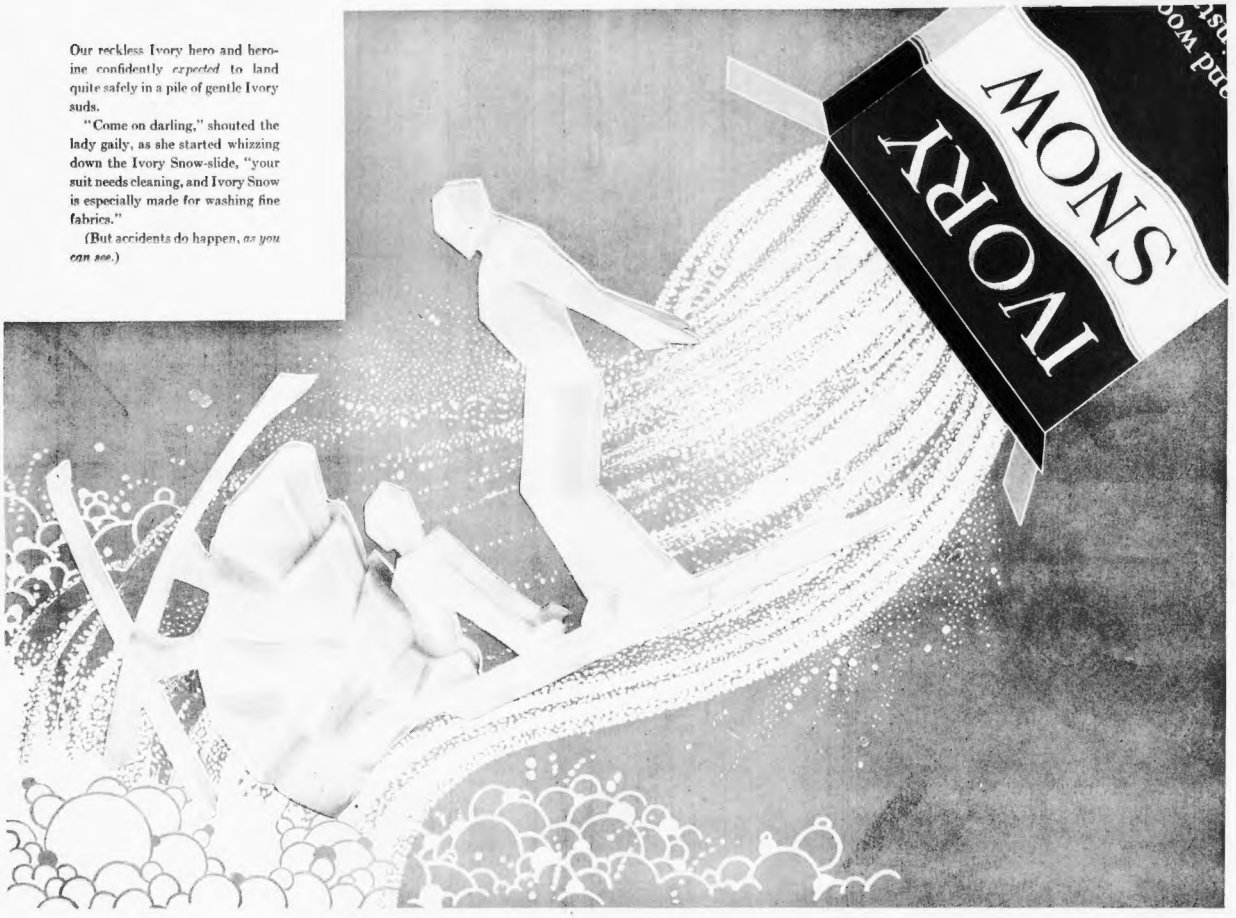
A ski-jump? No-

it's IVORY SNOW

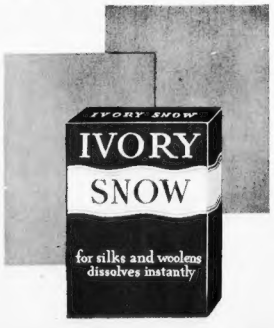
Our reckless Ivory hero and heroine confidently *expected* to land quite safely in a pile of gentle Ivory suds.

"Come on darling," shouted the lady gaily, as she started whizzing down the Ivory Snow-slide, "your suit needs cleaning, and Ivory Snow is especially made for washing fine fabrics."

(But accidents do happen, *as you can see.*)



Dissolves completely—instantly



99 44/100 % Pure

Ivory Snow keeps woolens as downy as a butterfly's wing—silks as fresh as springtime. But here's its newness—it dissolves completely—instantly—even in lukewarm water.

"Now that's convenient," we know you'll say. "Now I can make my Ivory suds in water just the right temperature for silks and woolens." Yes, and—this is important—even if you're in a frightful hurry, you can be sure that all the little Ivory snowdrops have dissolved. They can't cling to your silks and woolens because they've all gone into gentle, quick-rinsing Ivory suds.

Quick, convenient, and extra-safe—Ivory Snow is pure Ivory Soap.